



IDENTITY GUIDELINES & BRAND STANDARDS

Revised April 2025





Hattiesburg Clinic's Mission

Hattiesburg Clinic's mission is to provide high-quality patient-centered health care in an efficient and cost-effective manner. Our goal is to be the health care provider of choice in the communities we serve.

The Importance of Identity

As Hattiesburg Clinic grows and becomes an increasingly complex organization with multiple locations and numerous services, it is important to maintain a consistent brand identity using naming conventions, logos, typeface, colors, signage and other elements.

By presenting a consistent image, we will help build and further secure Hattiesburg Clinic's position as a leader in health care throughout Mississippi, our region and beyond. A consistent identity from location to location makes it very easy for the public to recognize Hattiesburg Clinic entities. In addition, our patients will know where they are being cared for and where to go for services in a very logical way. Identity guidelines serve as a tool to add structure to help simplify and define the framework of all communications elements. The guidelines will help ensure that Hattiesburg Clinic presents a uniform image.

Our success in communicating our collective qualities and reaching diverse audiences is dependent on consistency in everything we do.

LOGOS



OUR LOGO

The purpose of the logo is to represent Hattiesburg Clinic as a distinct entity while recognizing the collaboration of our many physicians, providers, services and locations. Consistent use of our logo builds awareness and recognition for Hattiesburg Clinic. It is our most visible and important graphic and must always be used as described in these guidelines. All logo variations should be requested through Marketing & Communications and will subsequently be brought to the Marketing & Communications Committee for recommendation to the Board of Directors.

LOGO ELEMENTS

Hattiesburg Clinic's Logo consists of the symbol (4 h's) and logotype (Hattiesburg Clinic).

LAYOUT

The arrangement of the parts of the identity should be:

- Symbol
- Logotype

These should not be changed. The 4 h's and Hattiesburg Clinic, as a logo, should never stand by itself.



PROPORTION

Any Hattiesburg Clinic logo should be scaled proportionately. It should not be stretched horizontally or vertically.



FONT

Hattiesburg Clinic has developed standard fonts that are to be used consistently throughout all internal/external marketing and promotional materials. The "Hattiesburg Clinic" portion of all logos should appear in Eras Bold. The name in departmental logos should appear in Eras Medium. Building names should appear in Eras Bold. For other guidelines, see specific information below. Do not use other fonts. The exception is external permanent, way finding signage. Please see specific guidelines.



OUR LOGO (cont.)

Hattiesburg Clinic's logo should always be used as the signature on all printed materials, such as forms, stationery, print advertising, brochures and newsletters which represent Hattiesburg Clinic as a whole or the numerous entities of Hattiesburg Clinic. The "Hattiesburg Clinic" portion of all logos should appear in Eras Bold. The Hattiesburg Clinic logo should only appear in 100% black and/or 100% PANTONE 3145 (teal) in the approved fonts. The logo may also appear reversed out to white only.

Below is a sample of how Hattiesburg Clinic's logo may appear. In the first graphic below, "X" is the designated height. To ensure the logo remains visible, there is a portion of space around the logo "1/2 X" that must remain white space. When using the logo, make sure that you do not use any type or graphic within the area that is "1/2 X." The size of "X" and "1/2 X" will change in proportion as the logo is altered in size. If a situation occurs where this needs to happen, approval is needed.



DEPARTMENT LOGOS

Department logos encompass both Hattiesburg Clinic's individual identity as well as the identity for departments and the specialty of which the department consists. Internal service departments will not have a separate logo. Internal service departments like Marketing & Communications, Employee Health, Physical Plant, etc., will use the main clinic logo in the acceptable formats on any correspondence.

The department logo should appear as the signature on materials specific to that department. The department name will be listed in all capital letters.

The logo should only appear with the department portion in Eras Medium and Hattiesburg Clinic as Eras Bold, and should only appear in 100% black or a combination of 100% PANTONE 3145 (teal) symbol and underscore, and 100% black logotype. Or, the entire logo can be reversed to white.

LOGO CONSTRUCTION

Consistency when presenting our brand is what unites each of our many departments visually as well as ideologically. Ensuring that each of these align with one another is a visual cue to our patients that they will receive the same high degree of service and attention across all departments within the Hattiesburg Clinic brand.

The logo is constructed with the following elements: the symbol, the department name, the line and the logotype. To ensure consistency across all logos, the following guidelines should be observed.

THE CLEAR ZONE

No text, image, or design element should be placed closer to the logo than a distance equal to 1/2 of the width of the symbol. This is known as the clear zone.

MINIMUM SIZE

The logo should not be used for printing purposes if the symbol is smaller than 1/4" (.25"), with the exception of approved specialty/collateral items. This prevents the loss of image clarity and detail.

DEPARTMENT NAME LENGTH

The department name should not exceed the length of the logotype.

DEPARTMENT/LOGOTYPE MAXIMUM HEIGHT

- One-line logos: Cap height and baseline of the department name and logotype should not extend beyond the height and base of the symbol. (ex. I.1)
- Two-line logos: Cap height and baseline of the department name should not extend beyond the base and height of the symbol. (ex. I.2)

LEADING UNIT

Leading is defined as the space between elements and equals the width of the stem of the letter "I" in the logotype. This leading unit is the minimum distance that should be maintained between the baseline of the department name, the line, and the cap height of logotype. This is also the distance between the symbol and the department name/logotype.

THE SYMBOL

- One-line logos: Symbol height = 2 x cap height + 2 x leading units. The symbol should always appear at twice the cap height of the logotype, plus two leading units. (ex. I.1)
- Two-line logos: Symbol height = 2 x cap height + 1 leading unit. The symbol should always appear at twice the cap height of the logotype, plus one leading unit. (ex. I.2)

THE LINE

The stroke weight of the line is 2 points when the logotype is 7 1/2" x 9/16". It should be scaled appropriately when resized. The line shall be placed between the department name and the logotype with the following requirements:

- One-line logos: The line will be left justified with the department name and logotype and begins one leading unit from the symbol. The line extends one leading unit beyond the logotype. (ex. I.1)
- Two-line logos: The line will be left justified with the symbol and extend beyond the logotype to create a margin of one leading unit on the left and right of the logotype. (ex. I.2)

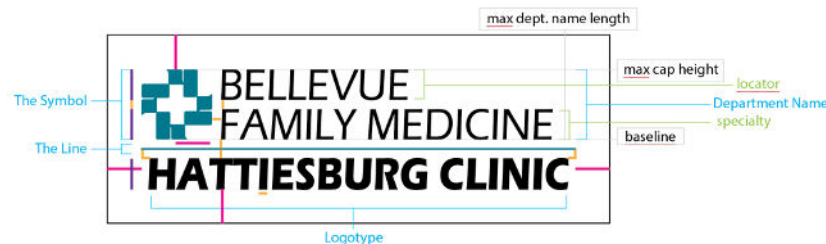
EXAMPLE I.1

ONE-LINE DEPARTMENT NAME LOGOS



EXAMPLE I.2

TWO-LINE DEPARTMENT NAME LOGOS



- = clear zone: 1/2 width of the symbol
- = leading: width of the stem of the letter "I" in the logotype.
- | = Cap height of type

BUILDING AND CAMPUS LOGOS

The only logo that should appear on a building or monument representing the building is the approved Hattiesburg Clinic logo. For further guidance, please visit the Signage section of our brand and identity guidelines.

RETAIL LOGO

Should it be deemed that a retail logo needs to be created, Hattiesburg Clinic's general guidelines will be considered as a part of strategically developing the retail logo. The proposed logo will then be brought to the Marketing & Communications committee for recommendation to the Board of Directors for approval. The following additional considerations should occur:

- The logo should easily be identified with Hattiesburg Clinic through its visual elements, such as the symbol and logotype, approved branding colors or fonts.
- An identifiable statement as a part of the logo should indicate it is a service of or affiliated with Hattiesburg Clinic.

CO-BRANDING LOGO

Should it be deemed that a co-branding logo needs to be created, Hattiesburg Clinic's general guidelines will be considered as a part of strategically developing the co-branding logo. The proposed logo will then be brought to the Marketing & Communications committee for recommendation to the board of directors for approval. When developing a cobranded logo in partnership with an external

organization, the following considerations are to be made.

PARTNERSHIP ENTITY

The logo should easily be identified with Hattiesburg Clinic through its visual elements, such as the symbol and logotype, approved branding colors or fonts. The name of the partnership entity will appear as a prominent element at the top of the logo and be center justified.

- Font = Eras Medium
- At a document size of 7"x 2.5", the font may vary between 54-58 pt.
 - If the entity name extends beyond the line, a second line will be added for overflow text. Font size will remain consistent between lines one and two (54-58 pt).
- Leading between lines will correspond to the standard leading used in Hattiesburg Clinic Identity Guidelines and Graphic Standards, page 8.

THE LINE



At a document size of 7"x 2.5", the stroke weight of the line is 2 points. It should be scaled appropriately when resized. The line shall be placed between the entity name and the logos.

THE LOGOS

The logos for both organizations are to be placed below the line and weighted equally visually. This means neither logo is to appear over or undersized when compared to the other, when taking into account variations in font, color and shape. Below is an example of a co-branding logo:

HEALTHWORKS IMMUNIZATION CLINIC



MISCELLANEOUS LOGO

Should it be deemed that a miscellaneous logo needs to be created, Hattiesburg Clinic's general guidelines will be considered as a part of strategically developing the miscellaneous logo. The proposed logo will then be brought to the Marketing & Communications committee for recommendation to the board of directors for approval.

Logo creation must meet the following guidelines:

- The logo should easily be identified with Hattiesburg Clinic through its visual elements, such as the symbol and logotype, approved branding colors or fonts.
- An identifiable statement as a part of the logo should indicate it is a service of or affiliated with Hattiesburg Clinic.

LOGO CONTRAST

Contrast between the background and logo is extremely important yet often overlooked.

To ensure high visibility and brand presence, the following guidelines should be observed.

COLOR VERSION

The color version of the logo should never appear on a background with less than 40% contrast between the background color and the teal.

It can be used on a background less than or equal to 20% black. It should never appear on a background that is darker in contrast to the teal.

BLACK VERSION

The black version of the logo can be used if the background is less than or equal to 49% black.

WHITE VERSION

The white version of the logo should be used if the background color is greater than or equal to 40% black.

"BUSY" BACKGROUNDS

If the logo appears on a background with varying degrees of contrast (see example 1.6 for what is considered a "busy" background), then the logo should be placed on a solid area of color within the background that adheres to the guidance on the following pages.

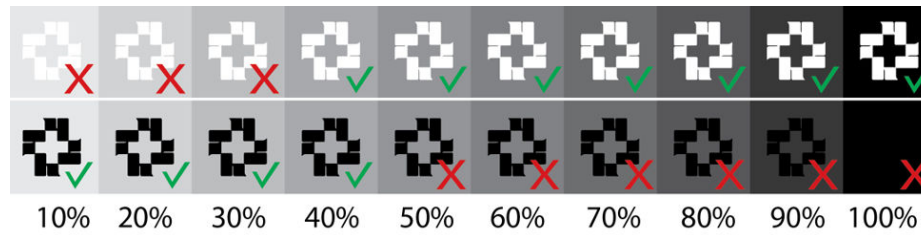
EXAMPLE 1.3

The image below shows examples of appropriate contrast between the logo and background.



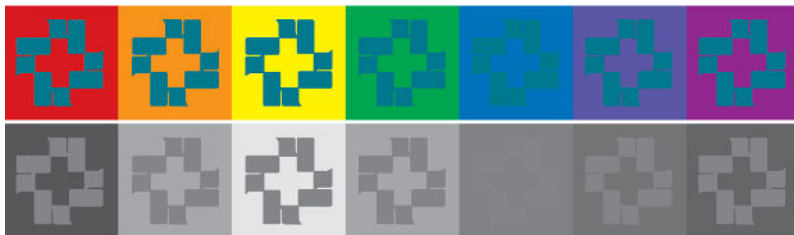
EXAMPLE 1.4

The image below illustrates appropriate contrast between the symbol and the background.



EXAMPLE 1.5

The image below image illustrates the contrast value of colors when converted to black and white.



EXAMPLE 1.6

The image below illustrates the problem with displaying the logo on a “busy” background with varying degrees of contrast.



METALLIC APPLICATIONS

A logo may be manufactured using ¼” flat-cut, aluminum plate metal with a vertical brush, low gloss finish. A logo produced in metallic medium must never be mixed with any other color (black, white, or teal). The application is approved for use, in accordance with the other guidelines set forth, for interior decorative signage only.

This metallic application may be replicated in print using Pantone 877 C (solid, coated). The only case where this should be replicated in print is to develop renderings or mock ups of the brand for new construction or renovation purposes.

COLOR STRATEGY

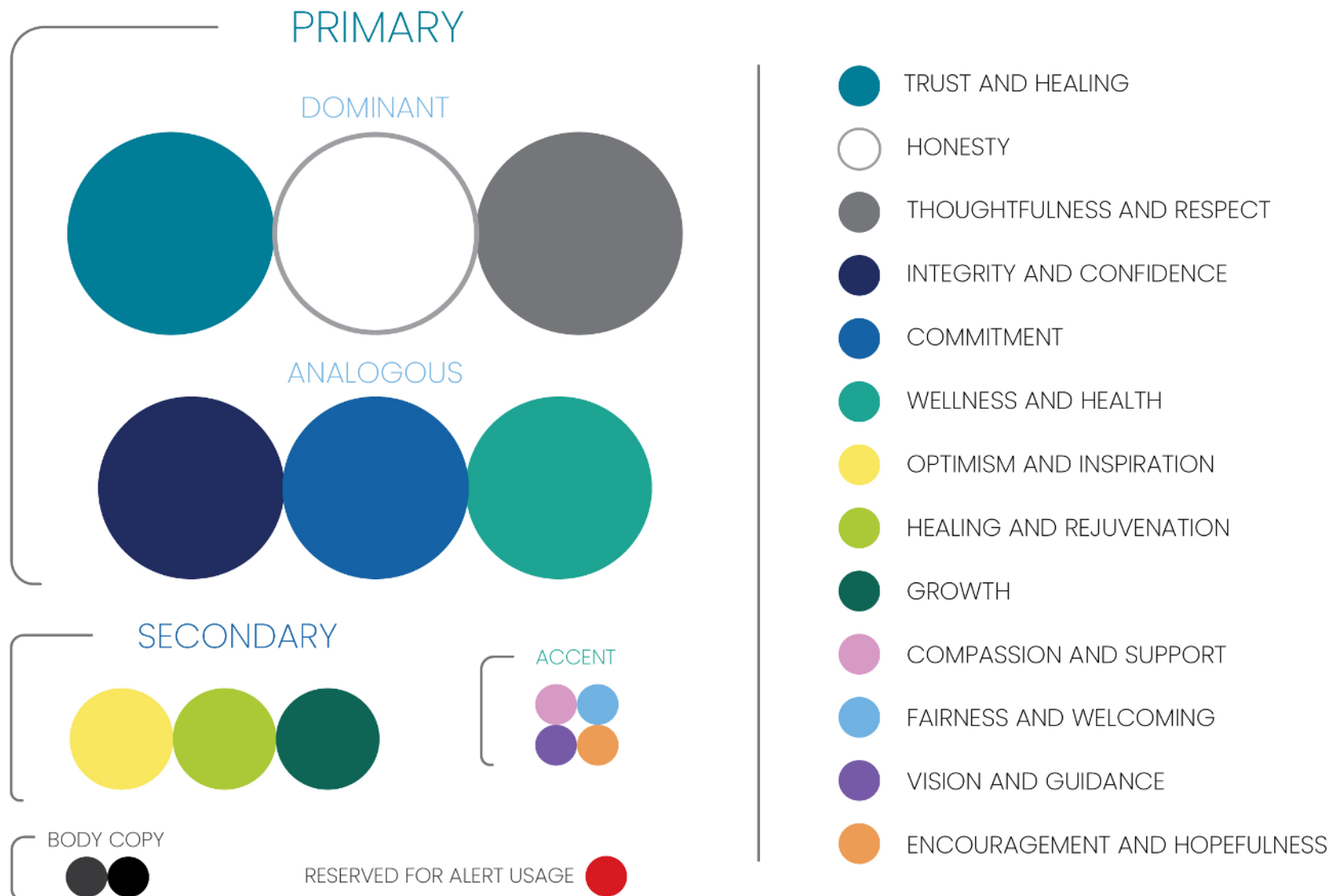


COLOR PALETTE

The Hattiesburg Clinic color palette helps create brand recognition, while also clearly communicating the values of the clinic.

FIG. 1.7

The size of the swatches below indicates each color's ranking by approximate ratio of preferred usage.



THE COLORS

Pantone 3145 is the official color of Hattiesburg Clinic. This teal color blends the tranquil stability of blue with the wellness and healing of green. Pantone 3145 should always be the predominant color in any Hattiesburg Clinic design or communication unless otherwise determined by Marketing & Communications. Hattiesburg Clinic's color strategy should never be compromised when advertising or partnering with other brands. Holiday advertising and communication should utilize photography/imagery to communicate the season without incorporating off-brand colors.

Colors from the primary and secondary palette can be mixed together at the designer's discretion. Only one accent color should be used at a time, so as not to pull focus in too many different directions. Color should never distract from or confuse our first priority, which is clear and concise messaging to our patients. Marketing & Communications will serve as the final approval of design. Please see the charts for the official formulas and approximate ratios of each color.

WHY THESE COLORS?

Each of these colors has been selected not only based on established principles of color theory, but also because of the psychological significance that each one has been shown to exemplify in academic and marketing research. Hattiesburg Clinic's established values of integrity, fairness, vision, compassion, commitment and respect are each represented along with a few other core virtues that make Hattiesburg Clinic the health care provider of choice in Mississippi.

COLOR HIERARCHY

When deciding on additional colors, consider your audience and the tone of the message. How would you like the audience to feel? What action would you like them to take? Our color palette exists to amplify and highlight our communications.

PRIMARY COLORS

The primary palette includes shades of blues and teals, which conveys integrity and commitment to our patients.

DOMINANT COLORS

Our dominant colors are teal, black, and white. The dominant colors can be used for large areas of color. White space can be considered one of our primary "colors", as the use of white (negative) space creates clean design that makes information quickly and easily understood.

ANALOGOUS COLORS

These are colors that support our primary colors by adding additional hues and reinforcing the values of commitment and integrity and visually representing wellness. These may comprise approximately 80% of the area used by the dominant color.

SECONDARY COLORS

The secondary palette of yellows and greens combine a sense of optimism with growth and healing. These may comprise approximately 50% of the area used by the dominant color.



ACCENT COLORS

Rounding out the color palette is a selection of accent colors, which symbolize vision, encouragement, compassion and respect. These may comprise approximately 10% of the area used by the dominant color.

ANCILLARY COLORS

The text of body copy may appear in very dark gray or 100% black (see the color formula chart for specifics). “Emergency Red” will be reserved for the purposes of alerts.

COLOR NAMES AND FORMULAS

FIG. 1.8

Below is a chart of official color palette names and color formulas.

 HBC TEAL PANTONE 3145 #00758D C=100; M=34; Y=34; K=5 R=0; G=117; B=141	 WHITE N/A #FFFFFF C=0; M=0; Y=0; K=0 R=255; G=255; B=255	 ASTROGRANITE PANTONE COOL GRAY 8 C #757B79 C=3; M=2; Y=0; K=53 R=117; G=118; B=121
 MIDNIGHT BLUE PANTONE 2119 C #212F5F C=100; M=93; Y=34; K=24 R=23; G=48; B=95	 VICTORIA BLUE PANTONE 2354 C #0562A4 C=94; M=84; Y=8; K=0 R=5; G=98; B=164	 TURQUISH PANTONE 3272 C #01A393 C=80; M=13; Y=51; K=0 R=1; G=163; B=147
 HERE COMES THE SUN PANTONE 123 C #FCE55F C=3; M=5; Y=75; K=0 R=252; G=229; B=95	 PESTO DI PISTACHIO PANTONE 2300 C #ABC837 C=38; M=4; Y=100; K=4 R=171; G=200; B=55	 PINEY LAKE PANTONE 7220 C #006558 C=90; M=38; Y=68; K=26 R=0; G=101; B=86
 PROMINENT PINK PANTONE 514 C #D79AC4 C=2; M=46; Y=0; K=0 R=215; G=154; B=196	 LIFE FORCE PANTONE 284 C #71B2E2 C=53; M=18; Y=0; K=0 R=113; G=178; B=226	 SUMIRE VIOLET PANTONE 2095 C #765AA8 C=62; M=14; Y=0; K=0 R=118; G=90; B=186
 ADVENTURE ORANGE PANTONE 2009 C #F7941D C=5; M=46; Y=73; K=0 R=238; G=155; B=85	 TEXT USAGE ONLY WROUGHT IRON GATE PANTONE 7540 C #48484A C=3; M=3; Y=0; K=71 R=72; G=72; B=74	 ALERT USAGE ONLY ROMAN EMPIRE RED PANTONE 485 C #E01512 C=0; M=81; Y=92; K=7 R=236; G=21; B=18

CHOOSING THE CORRECT COLOR FORMULA

The same color can appear very differently on screen versus in print. These differences often occur even when viewing the same color on different screens. As such, it is important use the values shown in Figure 1.8 when creating your projects.

To ensure Hattiesburg Clinic's color palette is consistent across mediums, use these specific color values for the intended destination:

CMYK

USE: PRINT

Unless otherwise specified, always use the CMYK values for print projects. CMYK is used for printing 4-color process, digital, offset and from a standard office printer. The printers in Hattiesburg Clinic's Print Center are digital printers that use CMYK inks.

PANTONE

USE: PRINT

Only used for printing offset using special Pantone inks. These inks are more expensive and not typically used unless the print project clearly specifies to be printed offset using spot colors.

RGB

USE: ON SCREEN/WEB

Use for digital on-screen materials. RGB values should be used if making anything for web, mobile apps, screen savers, etc.

HEX

USE: WEB/HTML

Use for web design and html. HEX values should be used when specifying colors in html code.

DESIGN TIP

Make sure your document is set up to match the color values you are using.

In Illustrator, this can be done by going to: File > Document Color Mode. Then choose either CMYK or RGB depending on whether your project is for print or digital screens.

In Photoshop, this can be done when you create your document. If your document is already created and you need to change the color mode, go to: Image > Color Mode. Then choose either CMYK or RGB depending on whether your project is for print or digital screens.

ADDITIONAL COLORS

The following guidelines should also be used regarding additional colors:

- Imprinting of gold and silver can be used for approved correspondences, such as thank you cards, invitations or other formal purposes. Approval must be obtained from Marketing & Communications. Imprinted colors will be metallic gold or metallic silver.
- The “cross” in the middle of the symbol should remain transparent unless approved.
- No portion of any logo, in its entirety, should be outlined in white unless approved.

ELEMENT HIERARCHY

Please refer to Fig. 1.9 and the following guidelines for the proper element hierarchy.

- Photography - May be used as the dominant design element
- White Space - Encapsulates the message/content
- Primary/Analogous Color - May be the largest color element
- Secondary Color - May be up to 50% of the area used for primary color
- Accent Color - May be up to 10% of area used for primary color. To be used to highlight important areas of the message/content
- Body Copy - See Fig. 1.8 for text color

FIG. 1.9: ELEMENT HIERARCHY

Below is an example of how to incorporate the elements of a design with regard to order of importance.



FIG. 1.10: DESIGN EXAMPLES

Below are a few examples of usage for advertising and educational materials.



PHOTOGRAPHY AND IMAGERY

PHOTOGRAPHY AND IMAGERY GUIDELINES

At Hattiesburg Clinic, our imagery reflects our values – integrity, fairness, vision, commitment to each patient, compassion and respect. We use photography and imagery to build trust and communicate our dedication to patient care. The following guidelines ensure our visual content aligns with our mission and upholds the professional image we have built over the years.

VISUAL TONE AND STYLE

- **Authenticity:** Images should feel genuine, portraying real interactions between our staff and patients. Avoid overly staged or overly stylized photographs.
- **Warmth and Approachability:** While maintaining a professional tone, imagery should evoke warmth, compassion and approachability. Photos of patients, physicians and staff should depict moments of care, collaboration and communication.
- **Clarity and Simplicity:** Use clear, uncluttered visuals that focus on the subject. Avoid busy backgrounds or excessive props that could distract from the core message of care.
- **Respect for Privacy:** Patient privacy and comfort must always be respected. Do not capture or use imagery that may violate patient confidentiality or make individuals feel uncomfortable.
- **Lifestyle and Well-being Focus:** Highlight everyday moments that reflect a healthy, active lifestyle and overall well-being. Imagery should convey vitality, balance and the positive impact of care on patients' lives beyond the clinical setting.
- **Professionalism and Engagement:** While our overall tone prioritizes professionalism and patient-centered care, occasional light-hearted or community-focused content—such as employee engagement features or

team celebrations—is welcome when it reinforces a sense of well-being, connection or workplace culture. These moments should still reflect our values of compassion, integrity and fairness.

IMAGERY GUIDELINES

- **Patients:** Depict a diverse range of patients, reflecting the demographic makeup of our community. Images should show patients actively engaging with health care providers.
- **Health Care Providers:** Showcase our physicians, nurses and staff in professional yet approachable settings. Images should focus on care and expertise – showing our team in action, such as speaking with patients or collaborating with colleagues.
- **Environment:** Photographs should capture the clean, modern and welcoming environment of our facilities. Be aware of any information in the background of pictures that could jeopardize the integrity of the photo, including outdated flyers, cluttered workspaces and items that could violate OSHA protocols.
- **Interaction and Engagement:** Prioritize imagery portraying the clinic values of commitment, compassion, fairness, integrity, respect and vision. Use imagery that shows meaningful interactions between providers and patients, illustrating empathy, communication and commitment to care.
- **Alcohol-Free and Healthy Imagery:** We do not use photography or stock images that contain alcoholic beverages or unhealthy food choices in our visual content.



STOCK PHOTOGRAPHY AND VENDOR MEDIA KITS

When sourcing stock images and imagery supplied by third-party vendors, we prioritize lifestyle photos that reflect the positive outcomes our patients can expect from treatment. Rather than using images of patients in hospitals or undergoing procedures, we focus on visuals that depict what life could look like after care. For example, images of a family enjoying a day at the park or an older couple cooking together emphasize the joy, freedom and quality of life our treatments aim to restore. These types of photos help convey our commitment to improving our patients' well-being and their lives beyond the clinic.

When selecting stock images, adhere to the following guidelines to ensure consistency with our brand:

- **Access:** Make sure that you choose images that do not require a copyright or that you have full copyright access to all images you are using.
- **Authentic Representation:** Choose stock photos that feel natural and genuine. Avoid overly stylized or generic stock imagery that lacks a personal touch. Images should reflect real-world scenarios, emphasizing professionalism and care.
- **Products:** It is acceptable to occasionally use product (i.e., sunglasses or sunscreen) images alone if these images are not used more than other approved branded photography or imagery.
- **Diversity and Inclusivity:** Ensure that stock images reflect a diverse range of individuals, representing the broad spectrum of our patient population and staff.
- **Alignment with Values:** Select stock photos that align with our values of integrity, fairness, vision, commitment, compassion and respect. Ensure that the people and scenarios depicted in the stock imagery resonate with these principles.

IMAGE QUALITY

- **High Resolution:** All images must be of high quality and resolution, ensuring they appear professional and polished across all platforms.
- **Correct Sizing:** Ensure all images are sized appropriately for their intended use, whether for web, social media, print or other platforms. This ensures images display clearly without distortion, cropping or pixelation.

- **Optimized for Web and Mobile:** Ensure images are properly optimized for both web and mobile platforms to maintain quality while also ensuring fast loading times. This includes adjusting file sizes without compromising visual integrity.

IMAGERY DOS AND DON'TS

Do:

- Show genuine, relatable moments of care.
- Capture real, candid interactions between patients and providers.
- Use images that reflect our commitment to quality, compassionate care.
- Ensure patient and staff comfort and dignity in every image.
- Use natural, unembellished imagery that reflects positive outcomes and everyday wellness. For example, a photo of a patient confidently enjoying a simple moment—like standing in her yard—can powerfully convey our values.



Don't:

- Use overly posed or artificial-looking photos.
- Feature overly complex or busy imagery that detracts from the message.
- Use stock images that do not align with the clinic's values or appearance.
- Depict negative medical experiences that may cause discomfort or fear.
- Use overly stylized, commercialized, or glamorized imagery that feels inauthentic or promotional. Avoid visuals that prioritize aesthetic over substance or misrepresent the patient experience.

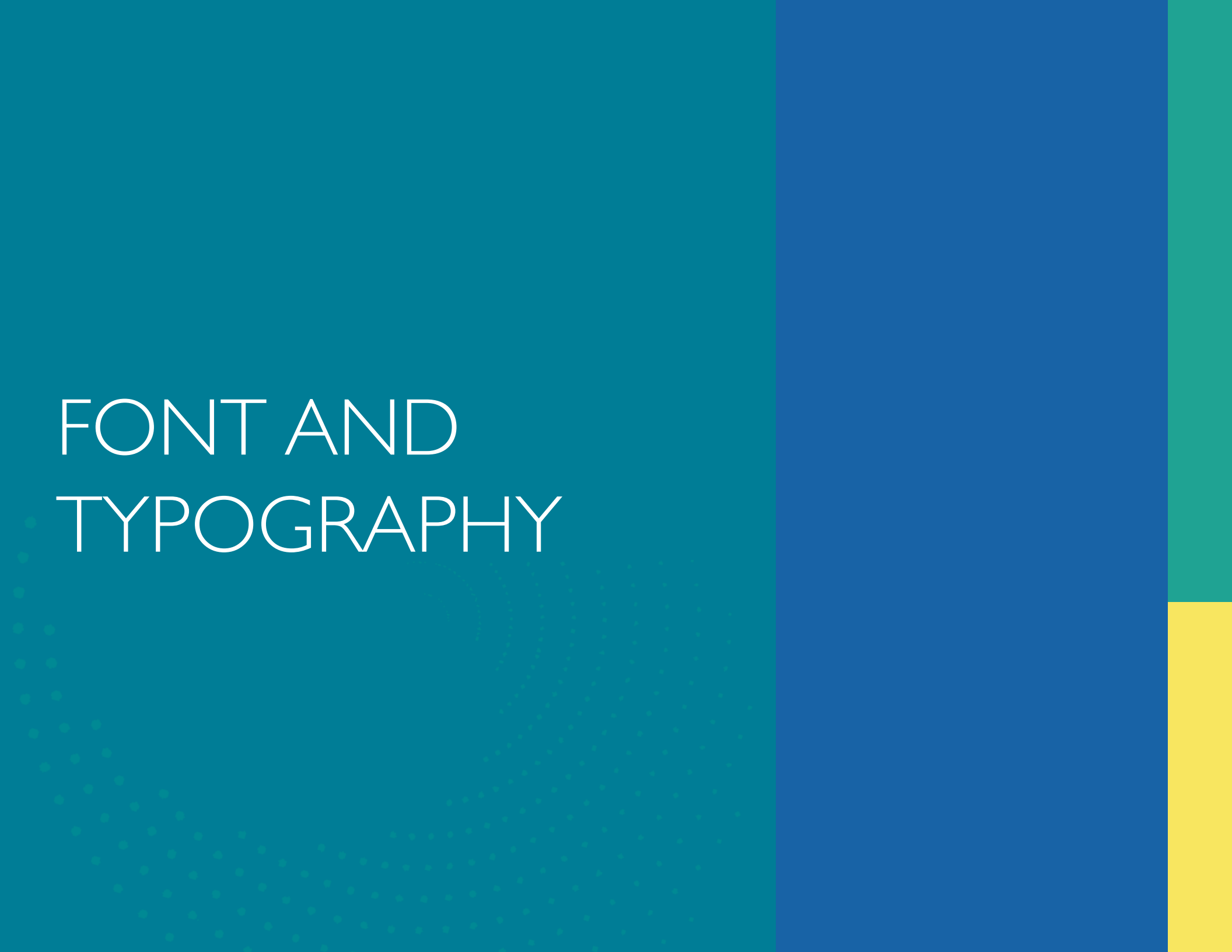
PATIENT PHOTO RELEASE

Under no circumstances should a patient's photo be taken or used without obtaining a signed media release form. This ensures that the patient understands how their image will be used, including where it will be published or displayed (e.g., on the website, social media or in promotional materials). A signed release is required for all patients before capturing their image, ensuring full compliance with patient privacy rights and providing clarity on the scope of use for their photo. This practice upholds our commitment to respecting patient consent and maintaining their privacy.

By following these guidelines, we ensure that our imagery not only reflects the professionalism and values of Hattiesburg Clinic but also creates a welcoming and compassionate visual identity that resonates with our patients.



FONT AND TYPOGRAPHY



FONT GUIDANCE

As with our color strategy, the type we use distinguishes our brand from others in the health care market and promotes a sense of unity between our many services. Below you will find a list of approved typefaces for use with Hattiesburg Clinic materials. Following design industry best practices, do not use more than three typefaces in a single design unless approved by Marketing & Communications.

APPROVED TYPEFACES (ADVERTISING, PRINT AND EMBROIDERY)

Gill Sans typeface has been selected to represent Hattiesburg Clinic in advertising, print and embroidery because of its easy legibility, clean lines and broad variations between fonts. It also contains some unique features that make it feel approachable and memorable. Minion Pro, a more classic serif font that compliments the geometric style of Gill Sans, has been selected for use as body copy in print materials.

GILL SANS

abcd EFGH I 23

Gill Sans Light should be used for large headlines.

abcd EFGH I 23

Gill Sans Regular can be used for body copy.

abcd EFGH I 23

Gill Sans SemiBold should be used for small headlines.

abcd EFGH I 23

Gill Sans Bold may be used for smaller subheads.

abcd EFGH I 23

Gill Sans Light Italic should only be used for callouts, quotes or captions.

MINION PRO

abcd EFGH I 23

Minion Pro Regular, *Italic* and **Bold** may be used as an alternative for body copy.

abcd EFGH I 23

Do not switch from one style of body copy to another within the same document.

abcd EFGH I 23

Minion Pro Bold may be used to emphasize important points within the body copy.



ALTERNATIVE FONTS (BODY COPY)

Because fonts are a licensed property which must be purchased, Gill Sans and Minion Pro may not be available on all computers. In those cases, Avenir and Cambria may be used as substitutions for headlines and body copy respectively. These may be used for products produced using the Microsoft Suite that includes PowerPoint, Excel, Word and more. These are to be used only when Gill Sans and Minion Pro are not available.

AVENIR

abcd EFGH I 23

Avenir Book should be used for large headlines.

abcd EFGH I 23

Avenir Medium can be used for body copy.

abcd EFGH I 23

Avenir Bold should be used for small headlines and subheads

abcd EFGH I 23

Avenir Light Oblique should only be used for callouts, quotes or captions.

CAMBRIA

abcd EFGH 123

Cambria Regular, Italic and Bold may be used as an alternative for body copy.

abcd EFGH 123

Do not switch from one style of body copy to another within the same document.

abcd EFGH 123

Cambria Bold may be used to emphasize important points within the body copy.

EX. 1 - PRINT USAGE

Headline Text

Subtitle, Small Headline Goes Here

Body copy example. Lorem Ipsum dolor set amet. Body copy example. Lorem Ipsum dolor set amet. Body copy example. Lorem Ipsum dolor.

Subhead Goes Here

Body copy example. Lorem Ipsum dolor set amet. Body copy example. Lorem Ipsum dolor set amet. Body copy example.

SOCIAL MEDIA AND INTERNAL TYPEFACES

These fonts are approved for usage in communication pieces that require a personalized or unique look and feel. Use these sparingly as headlines and never as body copy. Exceptions may be granted to the list below for holiday and event-specific requests as approved by Marketing & Communications.

The fonts can be downloaded for free at fonts.google.com.

abcd EFGH 123

Alkatra is a handwritten option that may be used when a more personalized, fun approach is required.

abcd EFGH 123

Kaushan script may also be used as an option for pieces that require a handwritten script.

abcd EFGH 123 Monte Carlo may be used for formal events only.

abcd EFGH 123 Pinyon Script may be used as an alternative for formal events.

abcd EFGH 123

Oswald Bold may be used for headlines.

ABCD EFGH 123

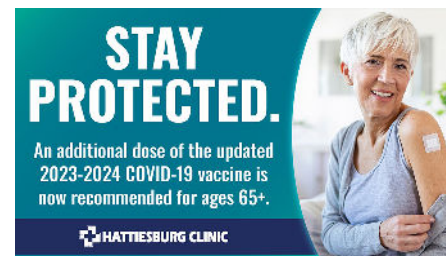
BEBAS NEUE BOLD CONTAINS NO LOWERCASE VERSION AND PROVIDES AN EXCELLENT OPTION FOR PROVIDING EMPHATIC MESSAGING IN HEADLINES.

Do not use all caps when designing with handwritten and script fonts. This causes severe issues with accessibility and legibility.

EX. 2 - SOCIAL AND INTERNAL USAGE

Below are a few examples of usage for social media and internal communications usage.

Oswald



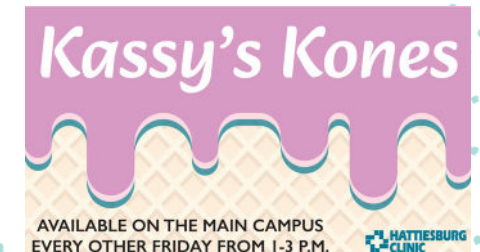
Kaushan/Oswald



Monte Carlo/Oswald



Alkatra/Gil Sans





ONLINE

The web requires typefaces with increased legibility and universal availability. For online purposes, our primary font is Lato. This typeface has clean lines and soft curves that both echo and compliment those of Gill Sans.

abcd EFGH 123
abcd EFGH 123

Lato light should be used for body copy.
Lato Regular should be used for small
headlines and buttons.

abcd EFGH 123
abcd EFGH 123

Lato Bold should be used for large headlines.
*Lato Light Italic should only be used for callouts,
quotes and captions.*

EX. 3 - WEB USAGE

Growing Our Family To Care for Yours

Since 1963 Hattiesburg Clinic has been providing lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.

Professionally designed communications are expected to use the typefaces outlined within this document for communications across appropriate mediums.

See the image below for another example of a text-only printed page that might be found in a brochure or booklet.

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WRITING GUIDE

TONE AND VOICE

At Hattiesburg Clinic, our communication reflects our commitment to professionalism, compassion, and integrity. Every piece of content we produce – whether it's a patient guide, a social media post, or an internal newsletter – embodies the qualities we uphold in patient care: respect, accuracy and empathy. Our tone is a knowledgeable, kind expert: we are here to inform, reassure and guide, always with our readers' best interests at heart.

BE CLEAR, SIMPLE, AND DIRECT

- **Use Plain Language:** We aim to make complex topics understandable. Avoid jargon or overly technical terms when possible. If a medical term is necessary, provide a simple explanation.
- **Stay Concise:** Get to the point without losing warmth. Use short paragraphs, straightforward sentences and bullet points to make information digestible.
- **Active Voice:** Active voice communicates clarity and confidence. Say "Our team will review your results," not "Your results will be reviewed by our team."

PROFESSIONAL, YET FRIENDLY

- **Maintain a Warm Tone:** We balance professionalism with friendliness. Imagine explaining something to a family member or neighbor; be personable but professional. Avoid using all capital letters unless it is an emergency. For example, "STOP!"
- **Avoid Slang or Informality:** While friendly, our tone should be professional and respectful. Avoid contractions, casual phrases or anything that might come across as too conversational or overly familiar. Avoid contractions and use emojis with judicious discretion.

SPEAK WITH AUTHORITY AND KINDNESS

- **Balanced Confidence:** Communicate with an assured, calm authority. Our readers should feel that they are in trusted,

knowledgeable hands. Avoid language that could be perceived as aggressive, arrogant or overly emphatic.

- **Compassionate Language:** Show empathy, especially in topics related to patient health. Use phrases that convey understanding, like "We understand..." or "We're here to help..."

BE TRUTHFUL AND THOUGHTFUL

- **Accuracy Above All:** Our audience relies on us for well-researched, factual information. Double-check facts and cite reputable sources when necessary. If something is unknown or evolving, be transparent about it.
- **Prioritize Dignity:** Every topic, even difficult or sensitive subjects, should be approached with the dignity and respect we would want for our own loved ones.

STAY NEUTRAL AND REASONED

- **Avoid Overstatement:** Words like "always," "never," and "best" can seem overconfident or sensational, and in some cases, create legal issues. Be honest, and if there's nuance, address it.
- **Stay Calm, Avoid Drama:** Avoid language that might alarm or excite unnecessarily. Instead of "Critical Update!" try "Here's What You Need to Know." Keep focus on the reader's needs.

FOCUS ON THE READER'S NEEDS, NOT OUR GAINS

- **Write to Inform, Not to Sell:** We aim to be a trusted source, not to generate clicks or hype. Avoid language that could sound promotional or self-serving.
- **Empower Through Knowledge:** Aim to inform readers in a way that equips them to make informed choices for their health. Keep in mind that we are a resource, not a source of entertainment.

EXAMPLES OF VOICE IN PRACTICE

- **Instead of:** "This groundbreaking service will transform your health!"
- **Try:** "This service offers a new approach that may be beneficial for your health."

EXAMPLES OF VOICE IN PRACTICE (CONT.)

- **Instead of:** “You won’t believe how effective this treatment is!”
- **Try:** “This treatment is designed to help manage your symptoms effectively.”
- **Instead of:** “We’re thrilled to introduce our new doctor, Dr. Smith!”
- **Try:** “We’re pleased to welcome Dr. Smith, who brings years of experience and a compassionate approach to care.”

WRITING CHECKLIST

- Is the tone warm but professional?
- Is the language clear and easy to understand?
- Is the content factually accurate and well-cited?
- Does the message show empathy and respect for the reader’s experience?
- Does it prioritize the reader’s needs over attention-grabbing tactics?

By following these guidelines, each team member can ensure that Hattiesburg Clinic’s voice is consistent, trustworthy and aligned with our mission. Together, we create content that reflects our commitment to compassionate, thoughtful and credible patient care.



WRITING FOR SOCIAL MEDIA

In addition to focusing on the reader’s needs and not our gains, below is additional guidance for posting on social media platforms.

VOICE AND TONE

- **Friendly:** Approachable, warm and welcoming. Use language that is easy to understand and avoids medical jargon.
- **Confident:** Assertive and knowledgeable. Convey expertise and authority on health care topics.
- **Factual:** Accurate, evidence-based and up to date. Provide reliable information that users can trust.
- **The “Friendly Neighbor”:** Imagine your clinic as the person next door who is always willing to lend a helping hand and offer sound advice.

SPECIFICS

- **Language:** Use simple, clear and concise language. Avoid medical jargon and technical terms that may be confusing to the public.
- **Grammar and Punctuation:** Maintain proper grammar, AP styling and punctuation to ensure professionalism and clarity. Avoid unnecessary capitalization and superfluous language.
- **Emojis and Hashtags:** Use emojis and hashtags with judicious discretion. See pages 25 and 26 for guidelines.
- **Call to Action:** Include a clear call to action in your posts, such as “Learn more,” “Schedule an appointment,” or “Visit our website.”
- **Visuals:** Use high-quality images and videos that are relevant to your message and visually appealing.
- **Engagement:** Respond promptly and professionally to comments and questions, by taking conversations into private messaging. Do not divulge anything related to PHI.

BEST PRACTICES

- **Develop a Content Calendar:** Plan your social media content in advance to ensure consistency and alignment with your overall marketing strategy.
- **Use a Variety of Content Formats:** Share a mix of text, images, videos and infographics to keep your audience engaged.
- **Promote Your Services:** Highlight your health care services and expertise in a way that is professional, informative and engaging.
- **Share Health Tips and Information:** Provide valuable health information and tips to educate and empower your audience.
- **Leverage Trusted Voices:** Collaborate with physicians and familiar faces to reach a wider audience and build credibility.
- **Monitor and Analyze Your Results:** Track your social media metrics to measure your success and identify areas for improvement.

Remember: The clinic's social media presence is an extension of our brand. By adhering to these guidelines, you can ensure that your organization's voice is consistently friendly, confident and factual.

USE OF HASHTAGS

While hashtags are generally discouraged, they may be appropriate in certain circumstances, such as during a specific campaign. Use your best judgment and consult with the rest of the marketing team.

If the clinic were running a "healthy living" campaign to promote wellness, value-based care and decrease hospitalization, the following might be appropriate to enable tracking and performance evaluation:

"Did you know that regular exercise can help reduce your risk of chronic diseases? Aim for at least 30 minutes of moderate intensity exercise most days of the week. Our team is here to support you on your journey to better health. Learn more by visiting us today at [insert link]. #HealthyLiving"

USE OF EMOJIS

Using emojis in professional communication has become increasingly common, especially in digital workplaces where tone and intent can be challenging to convey through text alone. When used thoughtfully, emojis can enhance clarity, foster connection, and add a human touch to messages—but it's essential to use them judiciously and with context in mind to maintain professionalism.

In a work setting, less is definitely more. Emojis can be a helpful way to draw attention to key information, highlight important dates, or break up text in a visually engaging way, but overusing them can make your message feel cluttered or unprofessional. The goal is to use emojis intentionally, as subtle visual cues that guide the reader's eye to what matters most. Think of them as accents, not decoration. A well-placed 📅 to call out a deadline or a ✔️ to highlight items in a list can be far more effective than a string of emojis that distract from your message.

BENEFITS OF EMOJIS IN PROFESSIONAL SETTINGS

Emojis can help clarify the emotional tone of a message, reducing misunderstandings. For instance, a simple smiley 😊 can indicate friendliness, while a thumbs-up 👍 can signify agreement or approval. Additionally, using emojis can make messages feel more personal and engaging, which is particularly beneficial in more casual environments such as social media platforms.

APPROPRIATE USE OF EMOJIS

When incorporating emojis into professional communication, consider the following guidelines:

- **Know Your Message:** Make sure any emoji you use aligns with the tone and content of your message. Choose symbols that support the message's intent, whether it's informative, celebratory or action oriented. Avoid using emojis in formal communications.

APPROPRIATE USE OF EMOJIS (cont.)

- **Use Common Emojis:** Stick to widely recognized emojis like 😊, 👍, or ✓ to minimize the risk of misinterpretation.
- **Enhance, Don't Replace:** Emojis should complement your message, not replace words. They can add nuance but shouldn't be the primary means of communication. Emojis should reinforce what you're saying—not confuse or contradict it.
- **Be Culturally Sensitive:** Remember that the interpretation of emojis can vary across cultures. An emoji considered positive in one culture might be offensive in another.

EXAMPLES OF PROFESSIONAL EMOJI USE

- **Subject Lines:** Including an emoji in a subject/opening line can draw attention. For example, “📢 Important Message” can make the message stand out.
- **Bullet Points:** Emojis can be used to categorize information, such as:
 - ⭐ Achievements
 - 📅 Reminders
- **Sign-Offs:** Adding an emoji to your closing can convey warmth. For instance, “Best regards 😊” adds a friendly tone to your farewell.

Here are a few examples of approved and professional emojis to include in communication: 😊 👍 ⭐ 📅 ✓ ✅ ❤️ ✕

Emojis, when used appropriately, can enhance professional communication by conveying tone and fostering connection. They should be used sparingly and with consideration of the audience.

Excessive or inappropriate use of emojis in professional communication can appear unprofessional, dilute your message, misrepresent your brand and lead to miscommunication

STANDARD OF WRITING

In order to provide professional and consistent messaging in all communications, Marketing & Communications sources the following as guidelines:

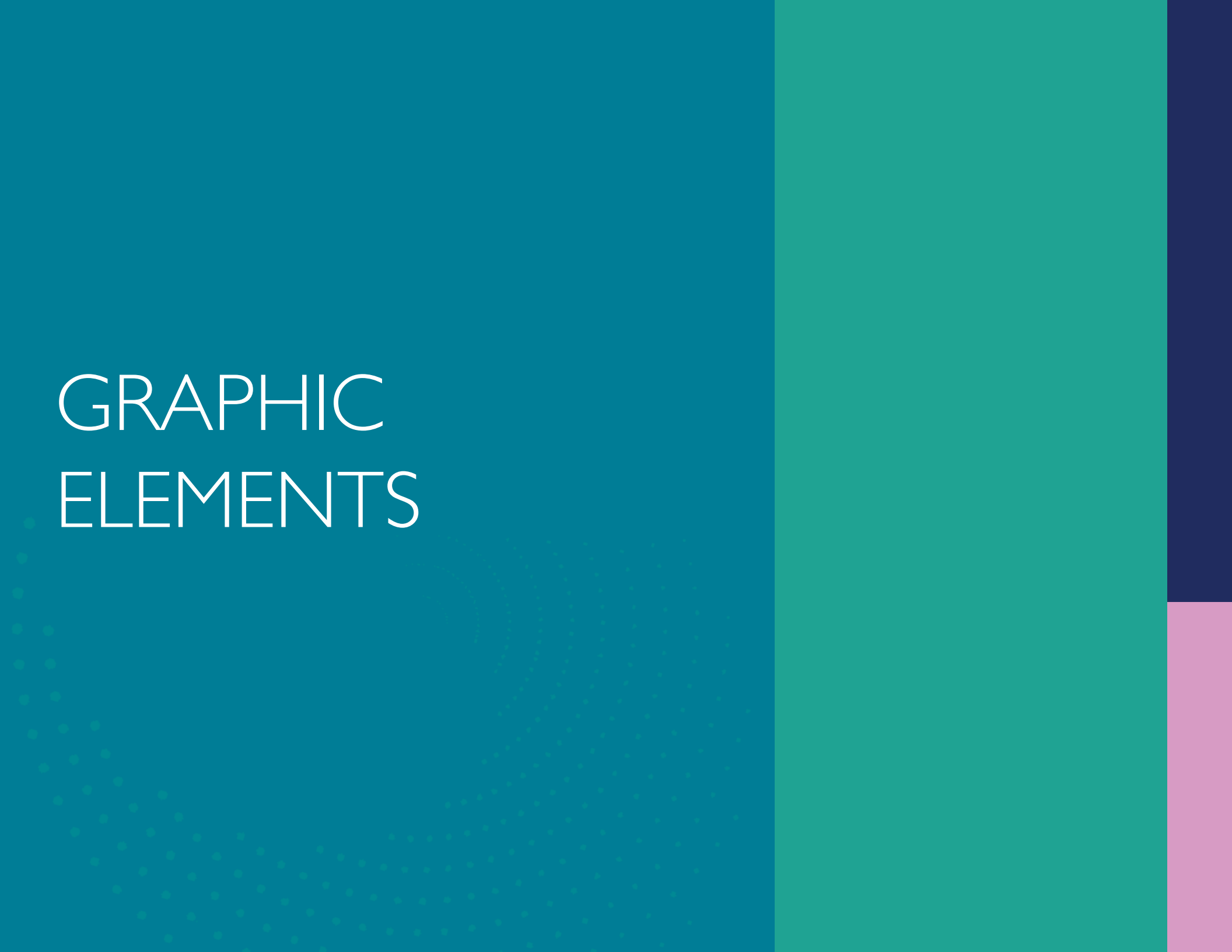
- Associated Press Style
- Chicago Manual of Style

DEPARTMENT SOCIAL MEDIA MARKETING

Social media can be implemented at an individual department level. These guidelines have been developed and must be followed to reduce risk. Please see Social Media Marketing Guidelines.



GRAPHIC ELEMENTS

The background features a solid teal color. On the right side, there are two vertical stripes: a wider one in a lighter teal and a narrower one in a dark navy blue. At the bottom right, there is a small rectangular area of light pink. In the bottom left corner, there is a faint, large-scale dotted pattern in a slightly lighter shade of teal.

GRAPHIC ELEMENTS

This guide is intended to establish consistency in the graphic elements used across Hattiesburg Clinic's communications. By aligning icons, patterns and ornaments with our core values, we create a cohesive, professional and empathetic brand identity that reflects our mission and enhances patient experience. Overall, graphic elements and icons need to feel trustworthy, clean, professional and approachable, avoiding overly playful or overly clinical extremes.

ICONS

- **Style:** Icons should be simple, easy to understand and visually consistent (line weight, shape style, perspective) and clear even at small sizes. Icons should avoid ambiguity. Immediate understanding is key, especially for diverse patient populations. Use rounded edges and gentle curves to evoke a sense of warmth and friendliness.
- **Font Awesome 5 Icon Set**
 - The use of Font Awesome® solid icon collection is typically appropriate for most icon applications and needs. To download the appropriate Font Awesome font family, Font Awesome 5 Icon Set, go to <https://fontawesome.com/v5/search>.
- **If the need arises to build a unique icon, the icon should:**
 - Be two-dimensional
 - Be clean and modern
 - Maintain consistency with any other icons it appears alongside of, whether they are line drawings or solid shapes.
 - If varying stroke weights are required, use 20pt., 10 pt. and 7 pt. strokes.
 - Not contain negative space smaller than 5 points.
- **Color:** Any colors used in icons or other graphic elements must be from the approved color palette to ensure consistency across all communications.
- **Usage:** Icons should be used to aid navigation and enhance

understanding of key concepts, ensuring clarity and accessibility for all audiences.

- **Avoid Clipart or Cartoonish Imagery:** All icons and graphic elements should maintain a professional, polished look. Clipart, rudimentary or cartoonish imagery can undermine the clinic's credibility and tone. Stick to clean, custom-designed icons that align with the overall tone of the brand.

EXAMPLES OF APPROPRIATE ICONS:

- **Health:** A stethoscope, medical cross or heart, symbolizing care and commitment to patient well-being.
- **Compassion:** A hand gently cradling a heart or a caring embrace symbol, representing empathy and support.
- **Vision:** An eye or forward arrow, symbolizing forward-thinking, innovation and a focus on progress.

ILLUSTRATION

Illustration can be an effective tool for communicating complex or sensitive medical topics in a way that feels approachable and compassionate. While the use of clipart and cartoonish imagery is discouraged due to its potential to appear unprofessional or diminish trust, simplified illustration styles are acceptable when thoughtfully designed. These illustrations should maintain a clean, refined aesthetic with consistent line quality, limited color palettes and purposeful abstraction. The goal is to humanize difficult topics without sacrificing the professionalism and credibility of the brand. Approachable does not mean informal, it means accessible, empathetic and clearly aligned with the visual language of our identity.

Examples of Illustration Styles:

- **Flat Vector Illustration:** Clean, two-dimensional graphics with simple shapes and limited shading; ideal for explaining procedures or showing diverse patient experiences in a friendly yet polished way.

- **Line Art with Minimal Color Accents:** Monoline or thin-line drawings enhanced with soft, brand-aligned color fills; useful for infographics or visual explanations of complex topics while maintaining a calm and clinical tone.
- **Soft-Edged Organic Illustration:** Gently rounded forms and subtle gradients that evoke warmth and care; appropriate for topics involving emotional sensitivity, such as mental health or pediatric care, without veering into cartoonish territory.

PATTERNS

- **Style:** Patterns should reflect harmony, balance and professionalism. Avoid overly busy or distracting designs. Use subtle geometric shapes or natural patterns like leaves or abstract medical symbols that represent healing and care.
- **Color:** Patterns should be used in our approved brand colors only.
- **Usage:** Patterns can be used as background elements in marketing materials, websites and social media posts to add texture without overwhelming the content.
- **As Text Fill:** Graphic elements and patterns may be used as a fill for typography when applied with restraint and purpose. Patterns should convey harmony, balance and professionalism, avoiding overly busy or distracting visuals. Subtle geometric shapes or nature-inspired motifs, such as leaves or abstract medical symbols, are preferred when they reinforce themes of healing and care.

EXAMPLES OF PATTERNS:

- **Abstract Circles or Waves:** These can represent continuity, the flow of care and commitment to every patient.
- **Soft Diagonal Lines:** Symbolizing forward movement, progress and vision for the future.

ORNAMENTS

- **Style:** Ornamental design elements must be understated and cohesive, serving to enhance rather than compete with the core message. Acceptable elements include minimal flourishes, borders or decorative accents that align with the overall layout. These features should support clarity, accessibility and a sense of calm through the use of soft lines, simple shapes and intentional white space.
- **Color:** All ornament colors must align with the approved color palette.
- **Usage:** Ornaments should be used sparingly, such as in headers, borders or accent areas, to maintain a clean and polished aesthetic.

EXAMPLES OF ORNAMENTS:

- **Soft Curved Borders:** Used around images or text blocks, these gentle lines symbolize care and protection.
- **Floral or Leaf Motifs:** Elegant and simple outlines of leaves or soft flowers to represent growth, healing and the nurturing aspect of care, without overpowering the design.

CONSISTENCY ACROSS PLATFORMS

- **Digital:** Ensure all graphic elements, including icons, patterns and ornaments, are scalable and clear when used on digital platforms (websites, social media, apps). Opt for vector-based graphics to maintain clarity at different screen sizes.
- **Print:** For print materials, icons and patterns should be designed with resolution in mind, ensuring high-quality prints without pixelation.
- **Mobile:** On mobile platforms, ensure all graphics are simple and legible at smaller sizes. Icons should be easy to tap, and patterns should not overwhelm the content.

By adhering to these guidelines, Hattiesburg Clinic will present a unified, professional and empathetic brand that resonates with our patients and the communities we serve.

GRAPHICS STANDARDS



PREMIUM APPAREL ITEMS

GENERAL CLOTHING

Clothing is also a part of Hattiesburg Clinic's brand. Clinic-related apparel, hats, polos, etc., should include the following:

- An approved department or entity logo in the previously defined approved color options.

LAB COATS AND SCRUBS

Lab coats and scrubs are also included in the scope of Hattiesburg Clinic's brand. Based on studies that have shown improved patient experience, lab coats should always be white. Lab coats and scrubs, when embroidered or pressed, should include:

- **Logo placement:** On right chest – An approved department or general clinic logo in the previously defined approved color options as well as 100% PMS 3145 teal. The 4H's should not stand alone on any clothing material.
 - No more than one logo should be on the lab coat. If a provider works in multiple departments, he or she may use the general clinic logo or have multiple lab coats made.
- **Name and credentials:** On left chest – Name, credentials & specialty in a legible, approved font (Gill Sans). Must be in 100% black or 100% PMS 3145 teal.
 - Credentials should be listed consistently with general clinic policy (MD, OD, PhD, DPM, PT, DPT, FNP, etc.).

The logo should always be placed on the right chest, as worn, while physician/provider names, degrees, and specialty are placed on the left chest. The names should align with the centerline of the logo, when possible, and be typeset in Gill Sans for optimal legibility. Do not use a serif or script typeface.

The Hattiesburg Clinic logo must not be altered, added to or taken apart. This includes but is not restricted to type, rules, boxes, shadows,

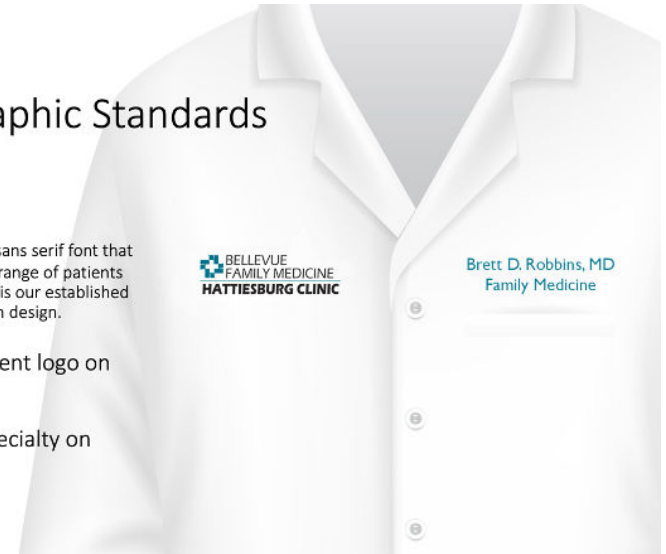
outlines, elements or embellishments.

The symbol should not be used alone. Do not create your own logo, graphic or other identifying mark.

Lab Coats: Graphic Standards

Recommendation:

- Gill Sans - a clean, simple sans serif font that has great legibility for a wide range of patients with visual impairments. This is our established ancillary font currently used in design.
- Clinic logo or department logo on the right chest
- Name, degree, and specialty on the left chest



OFFICIAL CORRESPONDENCES

BUSINESS CARDS AND STATIONERY

Hattiesburg Clinic correspondence is one of the most frequently viewed sources of our identity. It is important that all correspondence, including business cards, letterhead and envelopes clearly identify Hattiesburg Clinic, our departments and physicians. The relevant Hattiesburg Clinic logo should be included on all business official correspondence.